

**Woburn Redevelopment Authority**  
**Minutes for January 24, 2017 Meeting**  
**In the Council Committee Room**  
**10 Common Street, Woburn, MA**

✓ APPROVED

Chairman Queenin called the January 24, 2017 Woburn Redevelopment Authority meeting to order at 5:00 p.m.

**1. Roll Call of Members**

Mr. Art Duffy, Mr. Gary Fuller, and Chairman Don Queenin were present; Mr. Dave Ryan and MR. Wayne McDaniel were absent. Additionally, WRA Administrator Tina Cassidy and City Planner/Grant Writer Dan Orr were in attendance.

Chairman Queenin called for a motion to move the meeting to the Council Chamber to accommodate a presentation by Mr. Mark Favermann, of Favermann Design, on the result of his consulting work with the Wayfinding Committee to design a template for downtown wayfinding signage in Woburn.

Motion to move the meeting made by Mr. Gary Fuller;  
Seconded by Mr. Art Duffy;  
Motion carried, 3-0-0.

**2. Wayfinding Presentation**

Administrator Cassidy provided an overview of the genesis of the downtown wayfinding project.

Mr. Mark Favermann, Favermann Design, provided a presentation of the signage concept that was collectively developed for downtown Woburn.

Mr. Favermann stated that the “ideation” process is what drove the decision-making for the signage’s design. The components incorporated into the final design include symbols in the community and a vision for the future.

Mr. Favermann further stated that “living history” is the slogan that was selected, along with the color orange to be used as the base of the schematic.

Mr. Favermann further provided an overview of the signage implementation options that the City may undertake now that the design process is complete.

Mr. Dave Ryan joined the meeting.

Motion to re-convene the meeting in the Committee Room at the conclusion of the wayfinding presentation made by Mr. Gary Fuller;

Seconded by Mr. Art Duffy;  
Motion carried, 4-0-0.

**3. Approval of minutes: November 29, 2016**

Motion to approve the meeting minutes, as drafted, made by Mr. Art Duffy;  
Seconded by Mr. Dave Ryan;  
Motion carried, 4-0-0.

**4. Bills to be Paid**

Motion to approve the bill roll made by Mr. Dave Ryan;  
Seconded by Mr. Art Duffy;  
Motion carried, 4-0-0.

**5. Financial Report**

Motion to approve the financial report made by Mr. Art Duffy;  
Seconded by Mr. Dave Ryan;  
Motion carried, 4-0-0.

**6. Correspondence**

None to report.

**7. Update on the Downtown Sign/Façade Program**

City Planner/Grant Writer Dan Orr stated that there are no new applications, although there is one applicant, Li Han of the Peppercorn House, whose application remains unfunded as the Authority determines whether the fund it under the previous program guidelines.

Administrator Cassidy stated that the new program documents have been drafted by the City Solicitor and may be distributed to new applicants.

Mr. Gary Fuller stated that the sign for the Peppercorn House have already been installed.

Chairman Queenin inquired to Mr. Dave Ryan about whether this application had been approved by the Sign Review Board; Mr. Dave Ryan confirmed that the approval was made by the Building Inspector in lieu of a full approval of the SRB and the signs are in fact installed.

Administrator Cassidy stated that it is not a practice of the program to retroactively fund signs that have already been installed.

Mr. Gary fuller inquired as to whether the applicant was aware of that guideline that funding is not provided after installation has occurred.

Chairman Queenin asked Planning staff to confirm the approval process that took place in the City relative to the Peppercorn House application, as well as the status of the application for Moore & Parker, who Mr. Gary Fuller noted was also to have received funding under the old guidelines contingent upon repairing his façade before determining whether they are applicable to receive funding under the previous program guidelines.

Mr. Gary Fuller inquired as to whether there is some way to enforce the issue of what appears in business' windows.

Chairman Queenin requested that there be some communication to the Building Inspector regarding any leverage that the City has regarding enforcement tools for what is placed in the windows of private businesses.

Mr. Gary Fuller inquired as to whether the Authority had any leverage as to holding business owners more accountable.

Chairman Queenin stated that if you created a document that stated, upon acceptance of "X," you are liable to payment to the WRA.

Chairman Queenin further stated that the first step should be to communicate to the Building Inspector regarding those individuals who are in violation. It could be a combination of two different letters; one would be sent from the City and one would be sent on behalf of the WRA that did receive funding.

## **8. Discussion of Downtown Parking**

Mr. Wayne McDaniel joined the meeting.

Mr. Gary Fuller stated that with everything that is going on downtown, especially with the newly constructed building on Main Street, there should be more emphasis on parking.

Chairman Queenin stated that as private investment does come down, there is a need to be aware of what parking is going to be present.

Chairman Queenin further stated that the he has been in discussion with the gas station owner, the redevelopment of which could have impact on the parking situation downtown.

Mayor Galvin stated that he understands the issues that business owners experience downtown, but there are number of initiatives in play that will enhance the parking capacity in the vicinity, including metering and parking space expansion.

Chairman Queenin stated that any project will be an enhancement to the current parking conditions downtown.

Chairman Queenin further stated that there was a lot of success with the parking subcommittee in the past and he would appreciate if Mr. Gary Fuller would spearhead that subcommittee moving forward.

## **9. Wayfinding Initiative**

Chairman Queenin called for a motion of support for the proposed wayfinding schematics that were presented by Mr. Mark Favermann.

Motion made by Mr. Dave Ryan;  
Seconded by Mr. Gary Fuller;  
Motion carried, 5-0-0.

## **10. Woburn Bike Loop**

Administrator Cassidy stated that the MBTA has been interested in selling its land to another entity, which could have an impact on the right-of-way currently designated to the City.

Chairman Queenin stated that at this point, he would rather have the money expended in the core downtown area.

Mr. Wayne McDaniel stated that a lot of the proposed pathway of the bike trail has been taken away; this would be an enhancement of the south end.

Chairman Queenin stated that as you go to various locations on Green Street, you find that there are various parcels that could be redeveloped.

Mayor Galvin stated that he has received calls from abutters that are interested; perhaps there could be a plan to reach out to those individuals to pursue this project independently of the MBTA.

Administrator Cassidy stated that she spoke with Alderman Gately, who was originally involved in the conception of the project, and he is confident that if the city relinquishes the right-of-way, that he would gather easements from the abutting parties.

Mr. Art Duffy inquired as to whether funding sources from the state and the federal levels has been explored for a project such as this.

Chairman Queenin stated that it would be worth exploring giving ownership to the Woburn Development Corporation.

Ms. Heather Maguire introduced herself to the Authority on behalf of the Woburn Business Association. She attended the meeting to express her interest in what plans are in progress within the City that are of particular interest to the business community.

## 11. Adjourn

Seeing no further business, Chairman Queenin called for a motion to adjourn at 5:54 pm.

Motion to adjourn made by Mr. Wayne McDaniel;  
Seconded by Mr. Dave Ryan;  
Motion carried, 5-0-0.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Dan Orr', with a stylized flourish at the end.

Dan Orr  
City Planner/Grant Writer

